

Tyler Junior College Impact Study

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C O M P A N Y

Why do the Study?

- Reaccreditation by The Commission of Colleges of the Southern Association of Colleges and Schools (SACSCOC)
 - Now that TJC offers Bachelor degrees, are students being harmed by “Junior”?
- By understanding perceptions of the name, we learned how different stakeholder groups feel about TJC, its history, and its future.
- Learning what stakeholders think about different name qualities provided insights into how TJC fits in its ecosystem.



Project Stakeholders

| | Survey | Focus Group |
|--------------------------|--------|-------------|
| Current Students | Y | Y (2) |
| Prospective Students | Y | N |
| Alumni | Y | Y (2) |
| BSDH Alumnae | Y | N |
| Faculty and Staff | Y | Y (1) |
| Transfer Institutions | Y | N |
| Selected Local Employers | Y | N |
| Community Stakeholders | N | Y (1) |



Key Research Questions

- What impact does “Junior” have on perceptions about TJC?
- How do relevant audiences feel about Tyler Junior College’s name and a name change in general?
- How do they feel about potential names or naming conventions?
- How does the current name impact perceptions of educational quality, degree relevance, value, connection to institution, likelihood of future support, etc.?
- How would specific potential names and naming conventions impact the same categories listed above?
- Which potential names result in the greatest increase in positive perceptions and the smallest increase in negative opinions?



Methodology

Survey:

- Survey launched on November 1, 2018 and closed on November 25, 2018
- Seven of the eight groups participated, excluding community stakeholders

Focus Groups:

- Six focus groups facilitated by Trellis were held on November 14 and 15, 2018

Survey Metrics for TJC Impact Study

| | |
|--------------------------|--------|
| Survey Population | 21,678 |
| Responses | 1,225 |
| Response Rate | 6% |
| Completion Rate | 86% |





Key Findings

Key Findings: Strength of TJC

I love TJC. If there is a name change, [I don't think] that it would change the way I feel about it. It's more than just the moniker, it's the people, and that's what we've got to continue to stress about what we do here. It's not just where you come and go to class and go to work; it's the people that make the difference. And so, whether we change the name or not, that's where our strength is. What's in a name?

– A participant from the faculty and staff focus group

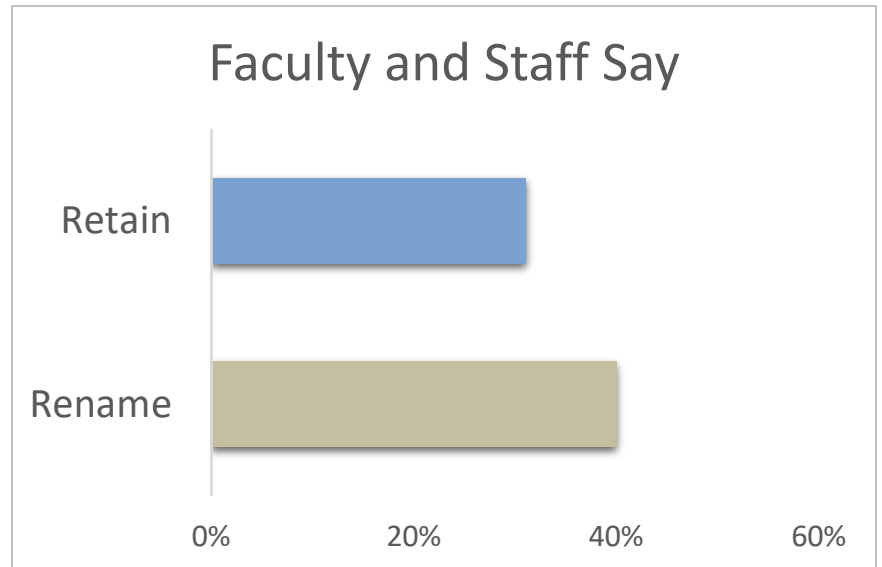
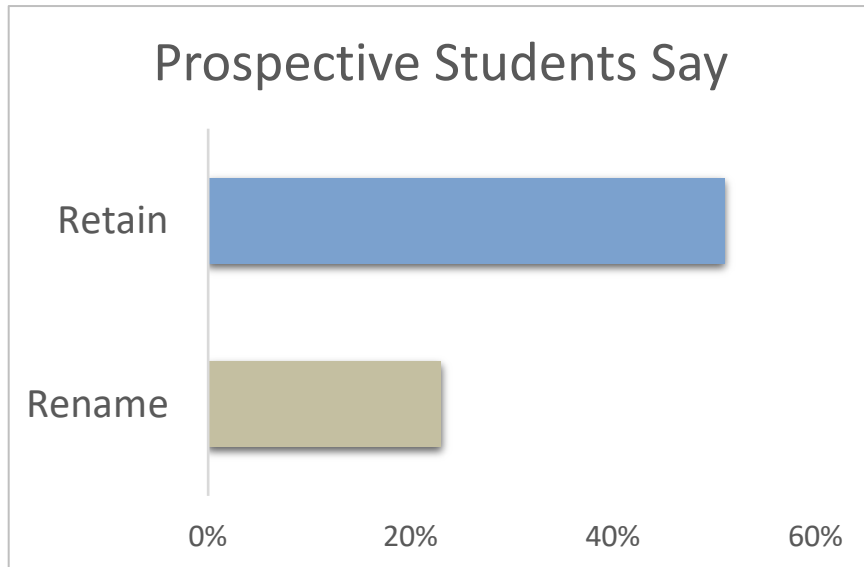
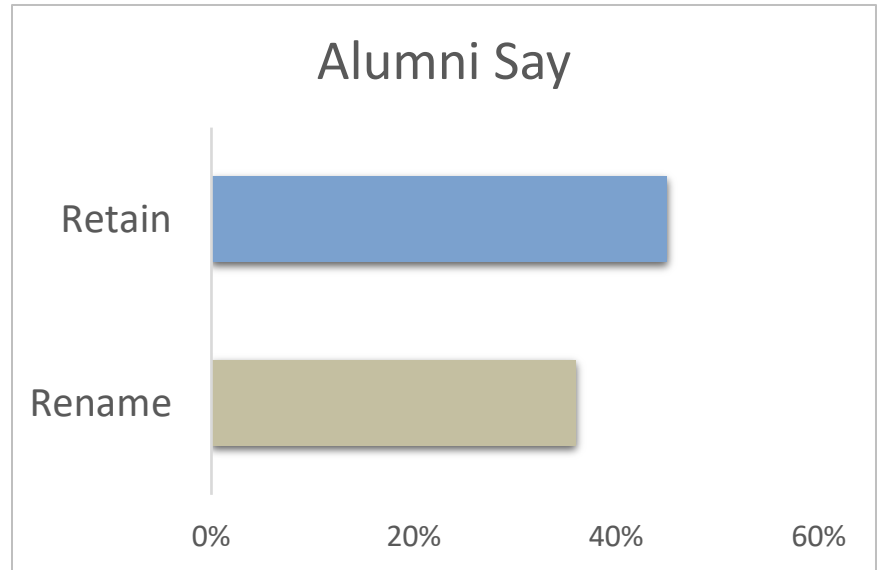
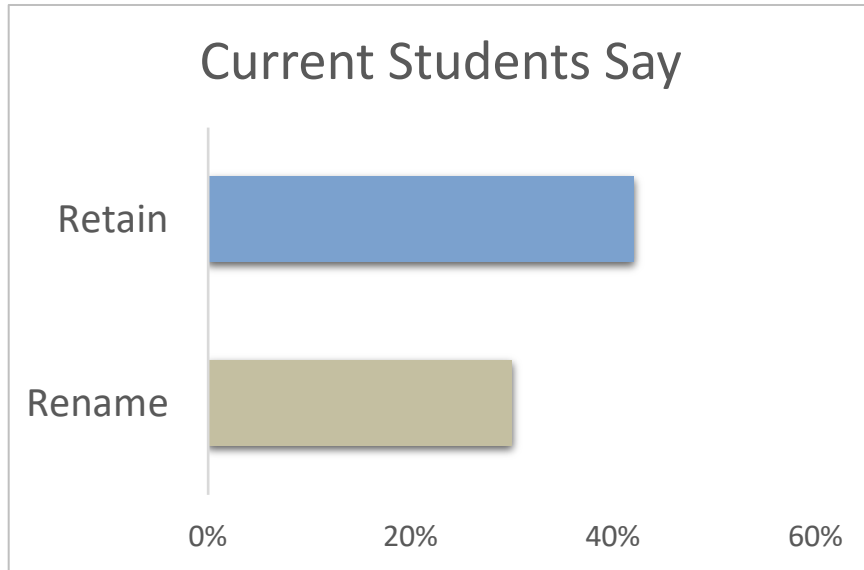


Key Findings: Strength of TJC

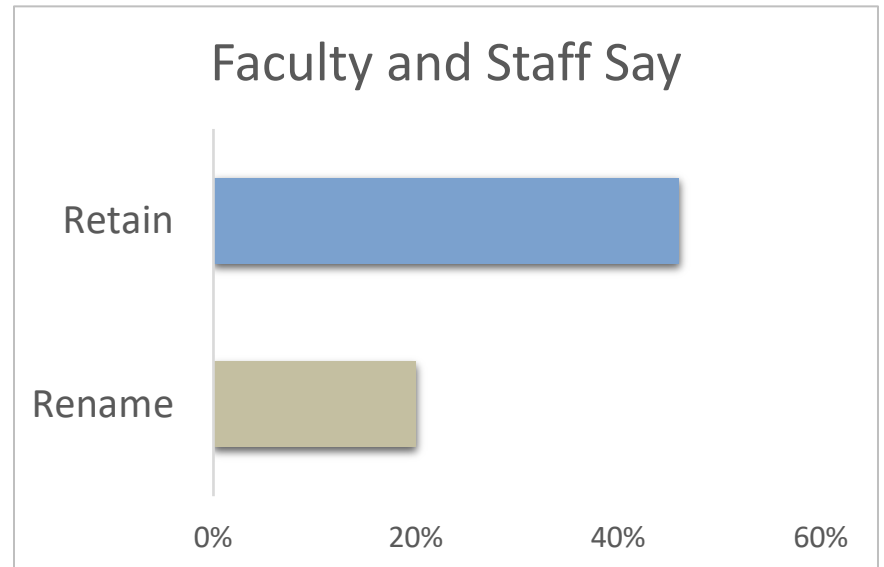
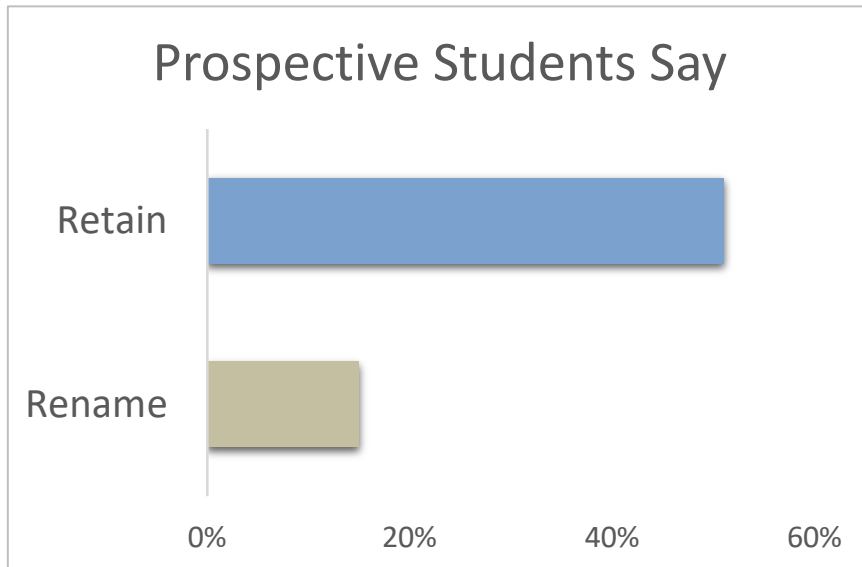
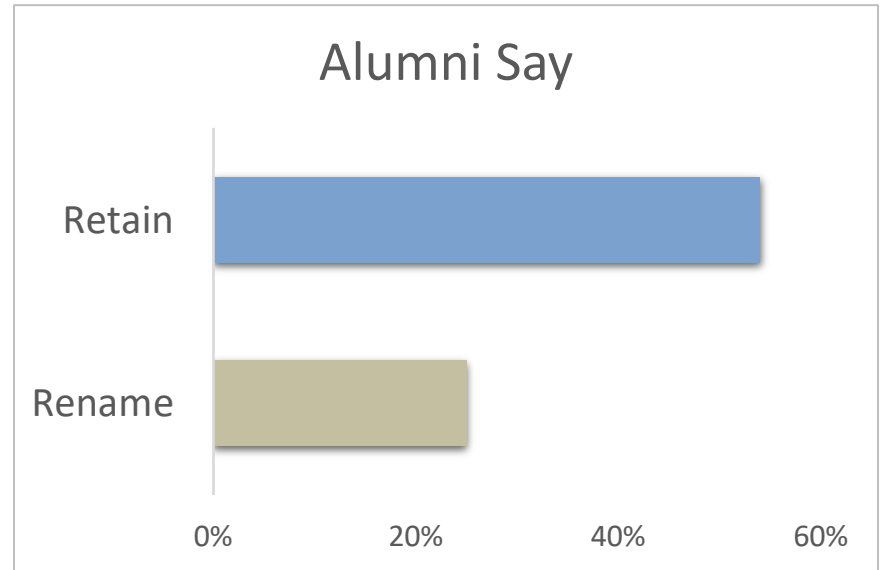
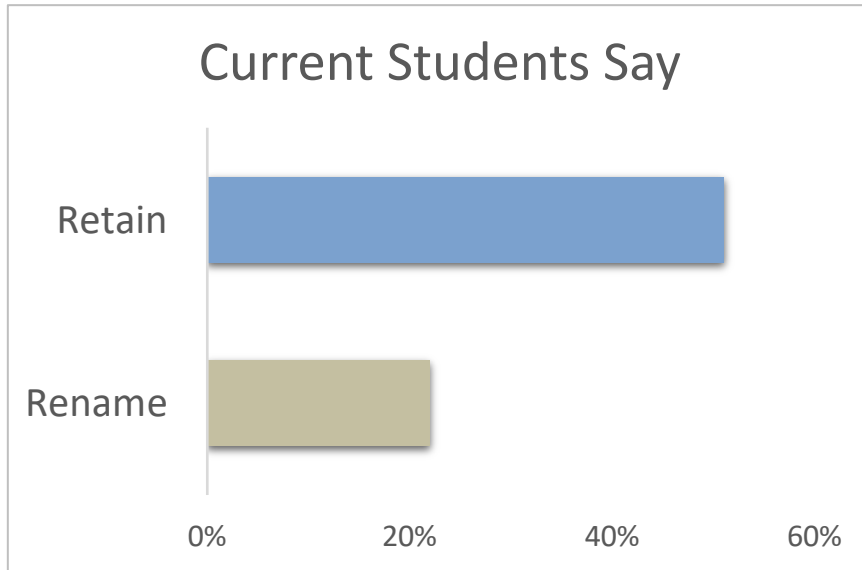
- All stakeholder groups demonstrated a strong connection to TJC as an institution.
- Students, alumni, and staff all displayed a deep level of affection and pride in TJC, as well as strong buy-in to the TJC Apache brand.
- Participants in several focus groups indicated that the TJC brand is not only well-known and celebrated in Tyler and the East Texas region, but also worldwide.



Retain or Rename: Help Current Students?



Retain or Rename: Help Alumni?



Impact of Names on Opinion

“TJC and [other] junior colleges serve as a ‘stepping stone’ between high school and four-year institutions.”

- “Community College” Impact
 - Texas Eastern College
 - Texas Eastern Community College
- “Junior” Impact
 - East Texas College
 - East Texas Junior College



Current Students' Assessment

| | Junior Impact | | CC Impact | |
|----------------------------------|---------------|----------|-----------|----------|
| | Negative | Positive | Negative | Positive |
| Prestige/Quality (Q1) | +7 | -6 | +9 | -11 |
| Transferability (Q2) | +6 | -5 | +7 | -2 |
| Attractiveness to Employers (Q4) | +12 | -21 | +12 | -17 |
| Future Earnings (Q5) | +12 | -14 | +19 | -11 |



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Current Students' Assessment

- Current students rated TJC highly on nearly every metric of prestige and quality of education measured.
- Surveyed students indicated that a name change would lead to net positive shifts in opinion of TJC.
- Several students who participated in the focus groups worried a name change would jeopardize TJC's strong reputation – both locally and globally.



Prospective Students' Assessment

| | Junior Impact | | CC Impact | |
|----------------------------------|---------------|----------|-----------|----------|
| | Negative | Positive | Negative | Positive |
| Prestige/Quality (Q1) | +4 | 0 | +10 | -12 |
| Transferability (Q2) | +1 | -2 | +5 | -5 |
| Attractiveness to Employers (Q4) | +5 | -3 | +12 | -15 |
| Future Earnings (Q5) | +8 | 0 | +12 | -18 |



Prospective Students' Assessment

- Prospective students believed that “Junior” and “Community” colleges were less likely to offer Bachelor-level degrees, with the exception of TJC.
- This group rated TJC higher than all other listed colleges on measures of prestige and quality of education.
- Although prospective students preferred to retain the current name, they indicated their opinion would improve if the institution changed to Tyler College or Texas Eastern College.



Alumni's Assessment

| | Junior Impact | | CC Impact | |
|----------------------------------|---------------|----------|-----------|----------|
| | Negative | Positive | Negative | Positive |
| Prestige/Quality (Q1) | 0 | -3 | +11 | -12 |
| Transferability (Q2) | +4 | -3 | +7 | -7 |
| Attractiveness to Employers (Q4) | +7 | -18 | +13 | -20 |
| Future Earnings (Q5) | +8 | -9 | +9 | -11 |



Alumni's Assessment

- Alumni seemed to prefer retaining the current name more than current students and staff.
- Although this group was deeply passionate about TJC, they indicated graduates from “Junior” and “Community” colleges (other than TJC) would be less likely to gain employment and transfer credits.

“Where am I going to say I graduated from? You know what I mean? I guess I am really attached to that name. I see the point of dropping the ‘Junior’ for the bachelor part, but I think TJC has a good brand. Around here, it’s well-known and loved. I’m pretty attached to it.”



Faculty and Staff's Assessment

| | Junior Impact | | CC Impact | |
|----------------------------------|---------------|----------|-----------|----------|
| | Negative | Positive | Negative | Positive |
| Prestige/Quality (Q1) | +13 | -26 | +17 | -23 |
| Transferability (Q2) | +10 | -18 | +14 | -19 |
| Attractiveness to Employers (Q4) | +13 | -31 | +15 | -31 |
| Future Earnings (Q5) | +20 | -19 | +22 | -20 |



Faculty and Staff's Assessment

- Like other stakeholder groups, faculty and staff expressed strong levels of connection to TJC, regardless of their opinion concerning a change in name.
- Employees tended to believe “Junior” was harmful to both the institution and students’ post-graduate outlook.
- Faculty and staff indicated that the current name does not reflect the institution’s offerings.



Faculty and Staff's Assessment

Let's face it – TJC has something a little different than your normal junior college, or even a community college, which is great. But, does the name imply what we have here? I'm not sure. It's one of those things where I remember my days at looking for colleges... I would have discounted something that had a 'junior' in its name. Knowing what I know now, I would not have.

– A participant from the faculty and staff focus group



Key Findings: Transfer Institutions

- The majority of transfer institution representatives felt that “Junior” had a negative impact on outcomes.
- Respondents in this group indicated that graduates from “Community” and “Junior” colleges would encounter more difficulty transferring credits.
- Representatives expected institutions with “Junior” or “Community” to offer Certificate and Associate degrees, i.e. not Bachelor’s.



Key Findings: Selected Local Employers

- All surveyed employers indicated a change in name would result in a positive shift in their opinion of the institution.
- Employers felt that graduates from “Junior” and “Community” colleges would experience negative impacts on employment and earnings.

“The HR business ... put[s] your name, your college, your degree, in an algorithm and it filters it out. And if it’s got ‘junior’ or ‘community’ college in there, it dumps you into a different type of bucket because of the perception that it’s not a mainstream type of college.”



Key Findings: Community Stakeholders

TJC should not reflect the present, but the future. What do we want to be? Maybe we can come up with a name that reflects the past and the future. What are the hopes, plans, dreams, vision, and mission of TJC? And come up with an appropriate name. Grow into a name that will be okay for the present but super for the future.

– A participant from the stakeholder focus group



Key Findings: Community Stakeholders

- Community stakeholders strongly believed that TJC has “grown out of its name” and that the “Junior College” label does not reflect what the school offers.
- However, this group was also concerned that a name change could result in “push back from UT-Tyler,” as well as a loss of donations.
- Even so, stakeholders emphasized that TJC should act in the best interest of the institution, community, and state.



Key Findings: Merchandise

TJC is what I want on my chest. I love having the big letters – T-J-C. I don't feel like it would have that [same] sense of pride if you change the name. I'm a TJC Apache – yes. It just goes together. It fits. It flows. It's natural. If you try changing it, it's like changing everything to me.

– A participant from the student focus group



Key Findings: Merchandise

- Some focus group participants indicated they would be less likely to buy merchandise after a name change.
- “Rebranding fatigue”
 - Faculty and Staff
 - Current Students
 - Alumni
- Preferred Names for Merchandise
 - Tyler College
 - East Texas College
 - Texas Eastern College



Conclusion and Limitations

- Stakeholders love TJC!
- Name of the institution no longer reflects current practice or offerings.
- When hypothetical names are used, impact of either “Junior” or “Community” generally degrades opinion.
- Limitations of the study



Questions?

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